



# C-STORE **SNACKING** INSIGHTS

## Four Types of Snackers

WHO?

### Convenience



- Busy, On-the-Go Eating
- Portability
- Single-Serve Containers

### Fueling



- Meal-Replacement
- Larger Portions
- Nutritious Ingredients
- Indulgent Fillings

### Exploration



- Novelty & Excitement
- Bold Flavors
- Interesting Textures
- Spicy, Ethnic, or Flavor Combos

### Munching



- Comfort Snacking & Relaxation
- Bite-Size Format
- Great Taste
- No Prep



## Feed The Demand

WHY?

♥ **56%**

Of C-Store shoppers love trying new types of snacks



**PLANNED**  
Snack Purchase

**45%**

Primary reason went shopping



**IMPULSE**  
Snack Purchase

**38%**

Buys snacks without planning

### LESS PRICE SENSITIVE



**45%**

Eats brands of snacks they like regardless of price



## Tips For C-Store Success

HOW?



**Make it EASY**  
TO FIND AND GRAB



**INSPIRE CRAVINGS!**



**EMPHASIZE UNIQUE Tastes and TEXTURES**



**COMMUNICATE FUN AND Comfort Benefits**

*Kellogg's*

**STOCK Well-Known BRANDS**



**SINGLE SERVE OPTIONS**



Bottom Line: **Variety is Key**